



ALA[®]
Association of Legal
Administrators

Virginia
Statewide Retreat

Information for Members and Guests



TOGETHER TOWARDS TOMORROW

9th Annual Virginia Statewide Retreat & Expo

March 17-18, 2017
Kingsmill Resort
Williamsburg, Virginia
#alavaretreat

SCHEUDLE OF EVENTS

Friday, March 17, 2017

11:00-3:30 Check-in at ALA Desk
11:00-3:30 Exhibit Hall Set-up
1:30-3:00 Education Session I
3:00-3:30 Business Partner Orientation
3:30-5:00 Education Session II
5:30-7:30 Cocktail Reception (in Exhibit Hall)
7:45-8:00 Welcome & Introductions
8:00-9:00 Dinner & Open Bar
9:00-12:00 DJ & Dancing

NEW
TIME!

Saturday, March 18, 2017

8:00-9:30 Networking Breakfast
9:00-10:30 Education Session III
10:30-12:30 Exhibit Hall
12:45-2:00 Networking Lunch
2:00 -2:30 Door Prize Drawings
2:30-3:30 Conference Wrap-up & Exhibit Hall Breakdown



LOCATION AND ACCOMMODATIONS

The conference will be held at **Kingsmill Resort** in Williamsburg, VA. Please contact the resort directly to reserve your room for Friday evening, March 17, and Saturday, March 18 (if you wish to stay an extra night). Hotel rooms are available at the discounted rate of **\$169 per night**, and the resort fee has been waived. Space is limited, so call **800.832.5665** to reserve your room, and please mention that you are with the **Association of Legal Administrators** to receive the discounted rate. **The deadline to reserve your room is Friday, February 24, 2017.** After this date, any rooms being reserved for the ALA Retreat will be released and placed in to the resort's general inventory, and the discounted rate may not be honored.

For more information about Kingsmill Resort, please visit their website at www.kingsmill.com.



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TESTIMONIALS FROM 2016 RETREAT ATTENDEES

“2016 was my first year in the Hampton Roads Chapter of ALA. Attending my first Virginia ALA Statewide retreat was a wonderful experience. I did not know what to expect when I signed up for the event, but from the moment I arrived, everything was fantastic. This was a great opportunity to mingle with business partners, gain inside knowledge from other administrators in the legal field, and have a great time with a brilliant group of folks. I look forward to seeing everyone at the retreat in 2017!”

—Adam Asuega, Hampton Roads Chapter



“This will be my sixth year attending the Virginia ALA Statewide Retreat, and it gets better every year. The educational sessions are interesting, relevant and add value to every legal profession. I continue to be impressed with the quality of exhibitors and enjoy hearing about how their services impact the legal industry. This conference is a tremendous opportunity to network with colleagues across Virginia and meet new business contacts. I can also count on laughing, learning and having fun!”

—Kim Brown, Richmond Chapter

“As a new firm administrator, the 2016 Statewide Retreat was my first opportunity to be exposed to the retreat and its quality educational sessions and the business partners who displayed solutions for addressing various issues in our workplace. The retreat’s setting and format were very conducive to a productive weekend, and as many conferences go, the best benefit is the contacts you make and people you meet who are so willing to share their experiences! I highly recommend the event and look forward to returning in 2017!”

—Richard Huff, Western Virginia Chapter

“As a new office administrator, the Virginia Statewide Retreat was a great introduction to the industry in a lot of ways. I met other administrators from all over the state, learned about the latest products and technologies through the business partners, and attended useful seminars that taught me lessons I could bring back and apply in my office. Whether you are a new administrator or a seasoned one, I think we all could benefit from attending the ALA retreat yearly!”

—Megan Pfeifle, Northern Virginia Chapter



SPEAKERS & EDUCATIONAL SESSIONS

SESSION I—Headline News from the EEOC and DOL

Presented by: **Victor Cardwell & Tom Winn**, Woods Rogers, PLC



What are the latest headlines coming out of the Equal Employment Opportunity Commission and the Department of Labor? In this session, Victor Cardwell and Tom Winn of Woods Rogers, PLC in Roanoke, Virginia will provide an overview of the hottest topics and emerging trends from the two principal federal employment law agencies. In this session Victor and Tom will cover:



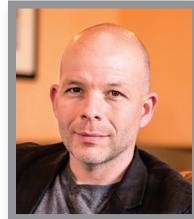
- New overtime rules
- Evolving transgender protections
- Discrimination against the LGBTQ community
- Equal pay protections for all workers
- Other important HR developments coming out in early 2017



SESSION II—The Cartography of Innovation

Presented by: **Scott Wayne**, The Frontier Project

How do you become a more effective innovator? In this session, Scott Wayne, founder of The Frontier Project, a Richmond, Virginia consulting firm leading behavioral change and helping Fortune 500 companies in their battle to reignite markets and shift mindsets, will show you how to take on the challenge of innovating in a stressful, overloaded, technology-centric world. Making a case for transforming the way we live, Scott will explore an experiential approach to generating ideas by living more diverse personal and corporate lives. In this session, Scott will:



- Answer the question—*What is innovation?*
- Share current examples of innovation in the marketplace today
- Reframe how we, as leaders, identify new opportunities and new risks as technologies shift
- Describe how shifting personal attitudes and increasing mindfulness will allow our minds the space to make new connections that result in new ideas



SESSION III—How to Become a Social Media Rock Star

Presented by: **Spencer Smith**, Spencer X. Smith Consulting



With 1.5 billion Facebook users, 320 million active Twitter accounts, 80 million daily Instagram photo uploads, and countless digital sites—social media is the best means ever invented to grow both your personal reputation as well as that of your organization. During this session, Spencer Smith of Spencer X. Smith Consulting in Madison, Wisconsin will share what works for both himself and his clients around the country. In this session, Spencer will:

- Identify which social platforms make sense for your organization
- Describe how you should spend your time online
- Discuss the types of content you should be utilizing
- Demonstrate which analytics are important and which to ignore
- Present Spencer's Personal Branding Power Hour to skyrocket your organization's reputation

ALA MEMBER REGISTRATION FORM

9th Virginia Statewide Retreat & Expo

March 17-18, 2017 • Kingsmill Resort

DEADLINE FOR REGISTRATION — FEBRUARY 17, 2017

REGISTER ONLINE HERE

The Virginia Chapters of ALA are pleased to invite our members and independent members from around the state to our statewide retreat and exposition in historic Williamsburg, Virginia. The conference includes:

- Friday cocktail reception, dinner, entertainment/dancing (one guest per member welcome-no fee required)
- Saturday breakfast (guest fee \$25)
- Friday & Saturday educational sessions
- Participation in Business Partner raffles
- Saturday lunch (guest fee \$25)
- Saturday Business Partner Exposition
- Free Parking

Registration for the Conference is FREE for ALA Members

The only member cost for the event is the discounted room rate of \$169 plus tax per night. Reservations must be made directly with Kingsmill Resort by calling 800.832.5665. Please mention that you are with the Association of Legal Administrators' Retreat to receive the discount. Hampton Roads members should contact Diana White to reserve their hotel room, and Richmond members should contact Michael Keatts. Discounted rooms are available for Friday and Saturday evenings. The deadline to reserve your room is February 17, 2017—don't delay, the block sold out in 2016.

**REGISTER ONLINE FOR THIS EVENT or
RETURN THIS REGISTRATION FORM to Deborah Wilkes
by fax at 703.536.2452 or by e-mail: dwilkes@nmpattorneys.com**

ALA Chapter: Hampton Roads Northern Virginia Richmond Western Virginia Independent

Print Member Name/Title: _____

Firm/Company Name: _____

Address: _____

City: _____ Zip: _____

Business Phone: _____ E-mail: _____

Guest's Name: _____

Guests are welcome to join us for all meals and activities; however, only the Friday evening events are included with registration. You may pre-order separate breakfast and lunch tickets for your guest, or they may choose to eat at one of Kingsmill's other dining options.

Please list the number of additional tickets you would like to purchase for each meal below. Payment for meals is due no later than February 28, 2017 along with a copy of this form. Please make checks payable to **Virginia ALA Statewide Retreat** and send to Deborah Wilkes, Needham Mitnick & Pollack, 400 S. Maple Avenue, Suite 210, Falls Church, Virginia, 22046.

_____ Breakfast (\$25) _____ Lunch (\$25)